



Burger King Corp. Makes Strides with Innovative, Easy-to-Eat New Product That Gives Kids an Appetite for Apples

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More Than Three Million BK(TM) Fresh Apple Fries Sold Nationwide at BURGER KING(R) Restaurants in Five Weeks

Burger King Corp. (NYSE:BKC) announced today that since the June 30 launch of BK(TM) Fresh Apple Fries - fresh-cut, skinless red apples sliced to resemble real french fries - more than three million servings have been sold, 85% higher than originally projected.

'We know it's not an easy feat for moms to get kids to choose fruit over other favorite foods,' said Russ Klein, president, global strategy, marketing and innovation, Burger King Corp. 'That's why we're thrilled about the success of BK(TM) Fresh Apple Fries. Providing innovative and nutritionally balanced menu options that parents and kids agree on is a hallmark of our BK Positive StepsSM and will continue to be a guiding principle as our menu evolves.'

Available as part of the new nutritionally balanced BURGER KING(R) Kids Meal, BK(TM) Fresh Apple Fries provide a full serving of fruit, helping kids meet the recommended fruit intake. Burger King Corp.'s BK(TM) Fresh Apple Fries have also just received the 'Kid Friendly Product of the Year' award from the Glycemic Research Institute (GRI) in Washington, D.C.

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